

Western Union CO
Form 4
February 28, 2007

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
BATTISTA GUY A

2. Issuer Name and Ticker or Trading Symbol
Western Union CO [WU]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

THE WESTERN UNION
COMPANY, 12500 EAST
BELFORD AVENUE

3. Date of Earliest Transaction
(Month/Day/Year)
02/26/2007

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP & Pres. WU Fin. Svcs, Inc.

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

ENGLEWOOD, CO 80112

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	02/26/2007		S	800 D \$ 21.75	190,172 ⁽¹⁾	D	
Common Stock	02/26/2007		S	1,200 D \$ 21.76	188,972	D	
Common Stock	02/26/2007		S	1,700 D \$ 21.77	187,272	D	
Common Stock	02/26/2007		S	3,200 D \$ 21.78	184,072	D	
Common Stock	02/26/2007		S	3,100 D \$ 21.79	180,972	D	

Edgar Filing: Western Union CO - Form 4

Common Stock	02/26/2007	S	2,010	D	\$ 21.8	178,962	D
Common Stock	02/26/2007	S	900	D	\$ 21.81	178,062	D
Common Stock	02/26/2007	S	300	D	\$ 21.82	177,762	D
Common Stock	02/26/2007	S	2,000	D	\$ 21.84	175,762	D
Common Stock	02/26/2007	S	1,500	D	\$ 21.85	174,262	D
Common Stock	02/26/2007	S	300	D	\$ 21.86	173,962	D
Common Stock	02/26/2007	S	300	D	\$ 21.89	173,662	D
Common Stock	02/26/2007	S	100	D	\$ 21.9	173,562	D
Common Stock	02/26/2007	S	100	D	\$ 21.91	173,462	D
Common Stock	02/26/2007	S	900	D	\$ 21.92	172,562	D
Common Stock	02/26/2007	S	100	D	\$ 21.95	172,462	D
Common Stock	02/26/2007	S	500	D	\$ 21.97	171,962	D
Common Stock	02/26/2007	S	200	D	\$ 21.99	171,762	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474
(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	--

4, and 5)

Code	V	(A)	(D)	Date	Expiration	Title	Amount
				Exercisable	Date		or
							of
							Shares

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BATTISTA GUY A THE WESTERN UNION COMPANY 12500 EAST BELFORD AVENUE ENGLEWOOD, CO 80112			EVP & Pres. WU Fin. Svcs, Inc.	

Signatures

Sarah J. Kilgore, As Attorney-in-Fact for Guy A. Battista	02/28/2007
**Signature of Reporting Person	Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
Includes 400 shares that were acquired in connection with the distribution by First Data Corporation of shares of common stock of The
(1) Western Union Company, but that the reporting person inadvertently omitted from his holdings in a Form 4 that the reporting person filed on October 3, 2006.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.